

**Subject:** DTLA 2040 proposal -- feedback, next steps  
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Hi all,

Over the past few months I believe I've spoken to almost all of you about the need for a more aggressive DTLA 2040 community plan update—one that includes more housing, better value capture, and greater flexibility. I've also been working on writing up my copious thoughts on the topic, and those are now published on my blog.

For the short, summary version, you can go here: <http://www.betterinstitutions.com/blog/2017/1/9/demand-more-dtla2040-community-plan-update-summary>

And for the much longer, 9,000 word post (which is maybe closer to a report), you can find it here: <http://www.betterinstitutions.com/blog/2017/1/9/dtla2040-community-plan-update-recommendations>

As I write in the posts, I put this together to help start a conversation and hopefully convince downtown stakeholders of the opportunity before us with this community plan update. How we shape that opportunity will be a group effort. My understanding is that City Planning will be holding a scoping meeting for the DTLA 2040 EIR in mid-February, so it'd be great if we can be organized enough to speak with one voice in demanding something bigger and more bold.

I'm not sure I'm the best person to organize everyone, and I'm certain that we're missing some potential partners (I don't really know anyone from the Arts District BID, Historic Cultural Neighborhood Council, or Skid Row organizations, for example). I'd really welcome everyone's input on how you think we should proceed, because we don't have much time. Our options will narrow once the EIR is underway, so the sooner we can get organized, the better.

Looking forward to working with all of you on a bold plan for DTLA's next 20 years,

Shane